

In the Claims:

1. (original) A method for controlling a tiled large-screen emissive display (100), said emissive display (100) comprising at least a plurality of first subdivisions, each of said first subdivisions comprising a plurality of emissive devices, said method comprising:
 - for each of the first subdivisions, setting the emissive devices so that each of said first subdivisions is optimized with respect to a first subdivision target value for that first subdivision, andafter setting the emissive devices,
 - for the emissive display (100), setting the first subdivisions so that said emissive display is optimized with respect to an emissive display target value for said emissive display (100).
2. (original) A method according to claim 1, said plurality of first subdivisions being grouped into a plurality of second subdivisions, wherein said setting the first subdivisions is performed by
 - for each of the second subdivisions, setting the first subdivisions so that each of said second subdivision is optimized with respect to a second subdivision target value for that second subdivision, andthereafter
 - for the emissive display (100), setting the second subdivisions so that the emissive display is optimized with respect to an emissive display target value for said emissive display (100).
3. (original) A method according to claim 2, said plurality of second subdivisions being grouped into a plurality of further subdivisions, wherein said setting the second subdivisions is performed by

- for each further subdivision, setting the second subdivisions so that the further subdivision is optimized with respect to a further subdivision target value for said further subdivision, and

after setting said second subdivisions

- for the emissive display (100), setting the further subdivisions so that the emissive display is optimized with respect to an emissive display target value for said emissive display (100).
4. (original) A method according to claim 1, wherein said first subdivision is an emissive display tile (118).
 5. (original) A method according to claim 2, wherein said first subdivision is an emissive display module (120) and said second subdivision is a display tile (118).
 6. (original) A method according to claim 3, wherein said further subdivision is an emissive display supertile.
 7. (original) The method according to claim 1, wherein for each first subdivision, setting the emissive devices comprises setting the emissive devices so that they are within 10%, preferably within 5% and most preferably within 0.8% of the first subdivision target value of that first subdivision.
 8. (original) The method according to claim 1, wherein for said emissive display (100), setting the first subdivisions comprises setting the first subdivisions so that they are within 10%, preferably within 5% and most preferably within 0.8% of the emissive display target value of that emissive display (100).
 9. (original) The method according to claim 2, wherein setting the first subdivisions comprises setting the first subdivisions so that they are within 10%, preferably within 5% and most preferably within 0.8% of the second subdivision target value of that second subdivision and

wherein setting the second subdivisions comprises setting the second subdivisions so that they are within 10%, preferably within 5% and most

preferably within 0.8% of the emissive display target value of the emissive display (100).

10. (original) The method according to claim 3, wherein setting the first subdivisions comprises setting the first subdivisions so that they are within 10%, preferably within 5% and most preferably within 0.8% of the second subdivision target value of that second subdivision, and wherein setting the second subdivisions comprises setting the second subdivisions so that they are within 10%, preferably within 5% and most preferably within 0.8% of the further subdivision target value of that further subdivision, and

wherein setting the further subdivisions comprises setting the further subdivisions so that they are within 10%, preferably within 5% and most preferably within 0.8% of the emissive display target value of the emissive display target value.

11. (currently amended) The method according to claim ~~[[1]]~~ 3, wherein in determining any or more of the first subdivision target value, second subdivision target value, the further subdivision target value and/or emissive display target value, an environmental parameter is taken into account.
12. (original) The method according to claim 11, wherein the environmental parameter is obtained by measuring a temperature of at least one emissive device, first subdivision, second subdivision or further subdivision.
13. (original) The method according to claim 11, wherein taking into account the environmental parameter includes measuring an ambient temperature and estimating the temperature of at least one emissive device, first subdivision, second subdivision or further subdivision from the measured ambient temperature.
14. (original) The method according to claim 11, wherein the environmental parameter is any or more of ambient illumination, ambient humidity.
15. (currently amended) The method according to claim ~~[[1]]~~ 3, wherein in determining any or more of the first subdivision target value, second subdivision target value, further subdivision target value and/or emissive

display target value, an operating parameter stored on the first subdivision or second subdivision or further subdivision is taken into account.

16. (original) The method according to claim 15, wherein the operating parameter comprises any or more of age of the first subdivision or of the second subdivision or of the further subdivision, or total ON time of the first subdivision or of the second subdivision or of the further subdivision.
17. (original) The method according to claim 1, wherein setting the emissive devices comprises retrieving and adjusting a control parameter.
18. (currently amended) The method according to claim ~~[[1]]~~ 3, wherein setting the emissive devices, the first subdivisions, the second subdivisions and the further subdivisions comprises an adaptive calibration algorithm for calibrating the emissive devices, the first subdivisions, the second subdivisions and the further subdivisions.
19. (original) The method according to claim 18, wherein the calibration is performed periodically.
20. The method according to claim 18, wherein said calibration comprises calibration of brightness and/or color.
21. (cancelled)
22. (cancelled)
23. (currently amended) Transmission of the computer program of claim ~~[[21]]~~ 26 over a local or wide area telecommunications network.
24. (original) A control unit for use with a tiled large-screen emissive display (100), said emissive display (100) comprising a set of first subdivisions, each of said first subdivisions comprising a plurality of emissive devices, the control unit being adapted for controlling setting of the tiled large-screen emissive display (100), the control unit comprising:

- means for setting the emissive devices of each first subdivision so that each first subdivision is optimized to a first subdivision target value for that first subdivision,
 - means for setting the first subdivisions of the emissive display (100) taking into account the first subdivision target value for each first subdivision, so that the emissive display (100) is optimized to an emissive display target value for that emissive display (100).
25. (original) A control unit according to claim 24 for use with a tiled large-screen emissive display (100), said first subdivisions being grouped in a set of second subdivisions, the means for setting the first subdivisions comprising
- means for setting the first subdivisions of each of the second subdivisions, taking into account the first subdivision target value for each first subdivision, so that each second subdivision is optimized to a second subdivision target value for that second subdivision,
 - means for setting the second subdivisions of the emissive display (100) taking into account the second subdivision target values for each of the second subdivisions, so that the emissive display (100) is optimized to an emissive display target value for that emissive display (100).
26. (new) A computer readable medium storing a computer program comprising the steps of the method according to claim 1.